

**Analysis Of The Influence Of Customer Satisfaction On Production Of
Private Chili Brand Sigantung PT Benih Citra Asia**
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ABSTRACT

Chilies are found in Indonesia. East Java is the province with the largest production of cayenne pepper in Indonesia, reaching 578.88 thousand tons in 2021. Jember Regency is one of the regencies in East Java that has a seed company that focuses on producing superior seeds for horticultural and food crops. Products from PT Benih Citra Asia with the trademark Bintang Asia, one of its products, Chili Brand Sigantung need to conduct a consumer satisfaction survey. Consumers from PT Benih Citra Asia are users of Sigantung brand chili products. The user in question is a farmer. This study analyzes the influence of consumer satisfaction on PT Benih Citra Asia's Sigantung brand chili products. The method used uses multiple linear regression analysis. Multiple linear regression analysis was performed using SPSS 21 for windows by analyzing the validity test and reliability test, the analysis technique used was the classical assumption test, multiple linear regression analysis, coefficient of determination, F test and T test. The variables used are Product (X_1), Packaging (X_2), Promotion (X_3), Product Quality (X_4), Complaint Services (X_5) on Consumer Satisfaction (Y). The results of this study analyze and test several variables including product (X_1), packaging (X_2), promotion (X_3), product quality (X_4) and service complaints (X_5) on consumer satisfaction (Y). T-test results on multiple regression analysis on promotion variable (X_3) $t_{count} 3.300 > t_{table} 1.674$ and product quality variable (X_4) $t_{count} 3.732 < t_{table} 1.674$. The results of the multiple linear regression analysis of the F test obtained the results $F_{count} > F_{table}$, namely $F_{count} 16.437 > F_{table} 2.579$ with a significance probability value < 0.05 , namely 0.000 means Product (X_1), Packaging (X_2), Promotion (X_3), Product Quality (X_4), Service Complaints (X_5) simultaneously affect consumer satisfaction (Y).

Keyword : Consument satisfaction, Chilli, Sigantung, PT Benih Citra Asia, Multiple linear regression analysis.